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1. A lip treatment comprising:

Morinda citrifolia seed oil present in an amount between about 0.1-20 percent by weight.

2. The lip treatment of claim 1, wherein said *Morinda citrifolia* seed oil is present in an amount between about 0.1 and 5 percent by weight.

3. The lip treatment of claim 1, wherein said *Morinda citrifolia* seed oil is present in an amount between about 5 and 10 percent by weight.

4. The lip treatment of claim 1, wherein said *Morinda citrifolia* seed oil is present in an amount between about 10 and 15 percent by weight.

5. The lip treatment of claim 1, wherein said *Morinda citrifolia* seed oil is present in an amount between about 15 and 20 percent by weight.

6. The lip treatment of claim 1, further comprising *Morinda citrifolia* fruit juice present in an amount between about 0.1-50 percent by weight.

7. The lip treatment of claim 1, further comprising dimethicone present in an amount between about 1-5 percent by weight.

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8. The lip treatment of claim 1, further comprising octyl methoxycinnamate present in an amount between about 5-10 percent by weight.

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9. The lip treatment of claim 1, further comprising octyl salicylate present in an amount between about 1-5 percent by weight.

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10. The lip treatment of claim 1, further comprising oxybenzone present in an amount between about 1-5 percent by weight.

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11. The lip treatment of claim 1, further comprising petrolatum present in an amount between about 20-80 percent by weight.

12. The lip treatment of claim 1, further comprising ozokerite present in an amount between about 5-20 percent by weight.

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13. The lip treatment of claim 1, further comprising cetyl alcohol present in an amount between about 1-5 percent by weight.

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14. The lip treatment of claim 1, further comprising squalane present in an amount between about 1-5 percent by weight.

15. The lip treatment of claim 1, further comprising butylated hydroxytoluene present in an amount between about 1-5 percent by weight.

16. The lip treatment of claim 1, further comprising lanolin present in an amount
5 between about 5-10 percent by weight.

17. The lip treatment of claim 1, further comprising paraffin present in an amount between about 5-10 percent by weight.

18. The lip treatment of claim 1, further comprising beeswax present in an amount
10 between about 1-5 percent by weight.

19. The lip treatment of claim 1, further comprising phenyl trimethicone present in an amount between about 1-5 percent by weight.

20. The lip treatment of claim 1, further comprising benzophenone-3 present in an amount between about 1-5 percent by weight.

21. The lip treatment of claim 1, further comprising sorbitan oleate present in an amount
20 between about 1-5 percent by weight.

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22. The lip treatment of claim 1, further comprising white petrolatum present in an amount between about 40-70 percent by weight.

5 23. The lip treatment of claim 1, further comprising isopropyl myristate present in an amount between about 5-10 percent by weight.

24. The lip treatment of claim 1, further comprising a wax derivative present in an amount between about 1-5 percent by weight.

10 25. The lip treatment of claim 1, further comprising isopropyl lanolate present in an amount between about 1-5 percent by weight.

15 26. The lip treatment of claim 1, further comprising isocetyl stearate present in an amount between about 1-5 percent by weight.

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27. The lip treatment of claim 1, further comprising ingredients selected from the group consisting of Menthol, Myristyl Lactate, Myristyl Myristate, Octyl Palmitate, Vitamin E, Avocado Oil, Cetyl Alcohol, Chamomile Oil, Isopropyl Lanolate, Microcrystalline Wax, Propylparaben, Shea Butter, Zinc Oxide, Aloe Vera Extract, Methylparaben, Jojoba Oiland, 20 Fragrance, Cetyl Alcohol, Aloe Extract, Methylparaben, Propylparaben, Vitamin E Acetate, Vitamin E Linoleate, Sodium Saccharinate, Sweet Almond Oil, Macadamia Ternifolia (Nut)

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Seed Oil, Kukui Nut Oil, Shea Butter, Camphor Gum, Menthol, Tocopheryl Acetate
(Vitamin E Acetate), Propylparaben, and Flavor, each present in an amount between about
0-1 percent by weight.

add
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